



**WOTV – Grand Rapids, MI**

**Issues Report**

**Third Quarter 2010**

Description of programming providing the most significant  
treatment of community issues

# WOTV 4 Quarterly Issues Report

## July – September 2010

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 - 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 - 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

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Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Local PSA  
Date Aired: July 1 - September 31, 2010  
Length: :30  
Summary: Recreation Reaps Reward award winning program in Grand Rapids for Connecting with Community highlighting their before and after school programs.
  
2. Program: PSA  
Date Aired: July 1 - September 31, 2010  
Length: :30  
Summary: Message from the Ad Council on foreclosure help.
  
3. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Thursday, July 1, 2010  
Length: :25  
Summary: School Budget -- Governor Granholm expected to approve legislation to increase per-pupil funding for Michigan schools.
  
4. Program: 24 Hour News 8 @ 6pm  
Date Aired: Friday, July 16, 2010  
Length: :53  
Summary: GVSU Tuition -- The university approving a 5 point 3 percent tuition increase today.
  
5. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Wednesday, August 11, 2010  
Length: :30  
Summary: School Bullying - A growing problem in schools will now be addressed for first time on Capitol Hill.

6. Program: Maranda Where You Live  
Date Aired: Saturday, August 14, 2010  
Length: 2:30  
Summary: This summer over 65,000 children participated in the Maranda Summer Reading Club. This segment showed why literacy is so important and highlighted the program which local libraries used over the summer month to encourage kids to read.

7. Program: 24 Hour News 8 @ 6pm  
Date Aired: Monday, August 16, 2010  
Length: 1:30  
Summary: School Performance -- nine West Michigan schools on state list of poor performing schools.

8. Program: Maranda Where You Live  
Date Aired: Saturday, August 21, 2010  
Length: 2:30  
Summary: When kids had back to school there is often times anxiety that comes along with it. We talked with a local therapist about ways to ease that anxiety in kids and how to start a routine to get kids into the back to school groove.

9. Program: Maranda Where You Live  
Date Aired: Saturday, September 4, 2010  
Length: 2:30  
Summary: Teachers at Meadowlawn Elementary in Kentwood recently installed Smart Boards in all their classrooms to take kids on a virtual learning experience. They take interactive virtual field trips and use it to keep kids engaged in their studies.

10. Program: 24 Hour News 8 @ 6pm  
Date Aired: Tuesday, September 7, 2010  
Length: :27  
Summary: Back to School - Governor Granholm requests 180 school days per year instead of 165.

11. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Thursday, September 16, 2010  
Length: 1:28  
Summary: ArtPrize Education Day for families. Getting children involved and bringing their parents to ArtPrize.

12. Program: Maranda Where You Live  
Date Aired: Saturday, September 25, 2010  
Length: 2:30  
Summary: We talked with a curriculum coordinator for ArtPrize to find out how to make this art festival a teaching tool for kids. She told us about questions to ask your children, things they should look for and ways to spark creativity when visiting downtown Grand Rapids over this two week period.

13. Program: 24 Hour News 8 @ 6pm  
Date Aired: Tuesday, September 28, 2010  
Length: 2:00  
Summary: Tony Tagliavia discussed Education Nation with Governor Granholm.

## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: PSA  
Date Aired: :30  
Length: July 1 - September 31, 2010  
Summary: Message from Prescription Assistance to aid people who need financial assistance to buy their prescriptions.
  
2. Program: PSA  
Date Aired: :30  
Length: July 1 - September 31, 2010  
Summary: Message from the Leukemia & Lymphoma Society about blood cancer awareness.
  
3. Program: PSA  
Date Aired: :30  
Length: July 1 - September 31, 2010  
Summary: Message from the American Academy of Pediatrics on the importance of childhood immunizations.
  
4. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Tuesday, July 6, 2010  
Length: :50  
Summary: Cancer Screenings -- more people are getting screened for breast & colon cancer, but not enough
  
5. Program: 24 Hour News 8 @ 6pm  
Date Aired: Wednesday, July 21, 2010  
Length: 1:00  
Summary: Millennium Park Illness - It's supposed to be a place where you can dodge the summer heat ... instead, entire families wound up sick.
  
6. Program: 24 Hour News 8 @ 6pm  
Date Aired: Tuesday, July 27, 2010

Length: 2:40  
Summary: Phase I Trials -- new cancer trials starting a Van Andel Institute.

7. Program: 24 Hour News 8 @ 6pm  
Date Aired: Friday, July 30, 2010  
Length: 1:19  
Summary: Equine Encephalitis -- Kalamazoo man contracted disease common in horses.

8. Program: Local PSA  
Date Aired: July 30 - August 13, 2010  
Length: :30  
Summary: American Cancer Society Cattle Baron's Ball benefiting the ACS.

9. Program: Maranda Where You Live  
Date Aired: Saturday, August 14, 2010  
Length: 2:00  
Summary: This segment focused on ways to stay fit with your family while visiting the beach. Our wellness expert showed five different activities you can do on the beach to get your heart rate up and burn some calories, while enjoying the sand and the sun.

10. Program: Local PSA  
Date Aired: August 16 - 29, 2010  
Length: :30  
Summary: Positively Warren Golf Classic raising funds for Metro Health Hospital Cancer library and the Grand Rapids Sports Hall of Fame.

11. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Tuesday, August 17, 2010  
Length: 2:48  
Summary: Whooping Cough -- on the rise in West Michigan. Live interview with nurse.

12. Program: Maranda Where You Live  
Date Aired: Saturday, August 21, 2010  
Length: 3:00  
Summary: Back to school means packing lunches again for moms. Our nutrition expert talked healthy lunches and ways to incorporate



more fruits, vegetables and whole grains into your children's diet.

13. Program: Maranda Where You Live  
Date Aired: Saturday, September 25, 2010  
Length: 3:00  
Summary: Fall is the perfect time for picking apples and they are so good for you. Our nutrition expert showed simple ways to incorporate apples into some traditional dishes to boost fiber in your kids' diet.

14. Program: Maranda Where You Live  
Date Aired: Saturday, September 25, 2010  
Length: 2:30  
Summary: Located in Lowell, Michigan, The North Country Trail is a place where families can hike, bike and be active together. We focused on the trail and talked with a family about why they love hiking and incorporate it into their fitness routine.

## **Community & Volunteer Efforts**

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Local PSA  
Date Aired: July 30 - August 13, 2010  
Length: :30  
Summary: American Cancer Society Cattle Baron's Ball benefiting the ACS.

2. Program: Maranda Where You Live  
Date Aired: Saturday, July 17, 2010  
Length: 1:30  
Summary: We focused on the volunteers that it takes to organize and run a Park Party in the summer. We interviewed participants from local non-profit groups, churches, city volunteers and station interns who help make it all happen.

3. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Monday, July 19, 2010  
Length: 1:50  
Summary: Amateur golf tourney -- info on free golf tournament in Kent County.

4. Program: Local PSA  
Date Aired: August 16 - 29, 2010  
Length: :30  
Summary: Positively Warren Golf Classic raising funds for Metro Health Hospital Cancer library and the Grand Rapids Sports Hall of Fame.

5. Program: 24 Hour News 8 @ 6pm  
Date Aired: Wednesday, July 28, 2010  
Length: 1:48  
Summary: Oil Animal Health -- how to help animals in the oil spill.

6. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Thursday, August 19, 2010  
Length: 3:12  
Summary: ArtPrize Inventory/Talkback -- new merchandise for this year's competition and live interview with founder about this year, volunteers, etc.

7. Program: 24 Hour News 8 @ 6pm  
Date Aired: September 7, 2010  
Length: 1:40  
Summary: Teacher Wish Lists -- Amway donated cleaning supplies to teachers.

8. Program: Maranda Where You Live  
Date Aired: Saturday, September 18, 2010  
Length: 1:30  
Summary: The Van Andel Institute is empowering local schools do step up and support cancer research! Cornerstone University's girl's volleyball team decided to hold a fundraiser game where all proceeds went towards cancer research. This segment focused on why the girls decided to do this and how the money will help the Institute further their research.

9. Program: Maranda Where You Live  
Date Aired: Saturday, September 18, 2010  
Length: 2:30  
Summary: WOOD TV8 is currently running a campaign that is encouraging community members to support their local teachers by donating school supplies to their classrooms. We visited a local elementary school and talked with teachers about donations they received and recognized those who have stepped up to the plate to help.

## **Safety**

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Local PSA  
Date Aired: July 1 - August 31, 2010  
Length: :30  
Summary: PSAs discussing water/boat safety on rip currents.
  
2. Program: Local PSA  
Date Aired: July 1 - August 31, 2010  
Length: :30  
Summary: PSAs discussing water/boat safety and the importance of life jackets.
  
3. Program: Local PSA  
Date Aired: July 1 - August 31, 2010  
Length: :30  
Summary: PSAs discussing water/boat safety and the importance of on being a designated water watcher when young children are in the water.
  
4. Program: Local PSA  
Date Aired: July 1 - August 31, 2010  
Length: :30  
Summary: PSAs discussing water/boat safety and the importance of the different color flags on the beach designating beach/water conditions.
  
5. Program: Local PSA  
Date Aired: July 1 - August 31, 2010  
Length: :30  
Summary: PSAs discussing water/boat safety and the importance of handling a boat safely.
  
6. Program: 24 Hour News 8 @ Daybreak  
Date Aired: Thursday, July 1, 2010

Length: 1:30  
Summary: Texting Ban -- talking to police on first day of statewide ban.

7. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: Tuesday, July 6, 2010  
Length: 2:28  
Summary: With summer vacation in full swing, your kids have a lot more time to spend on the Internet. That's why 24 Hour News 8 is taking a closer look at how to keep them safe year-round. WOOD TV 8 Communications Director Eva Aguirre Cooper went talking to detectives about the tell-tale signs that your child may be at risk.

8. Program: 24 Hour News 8 @ 6pm  
Date Aired: Thursday, July 8, 2010  
Length: 1:35  
Summary: Texting Simulator -- local company has simulator that shows how distracting texting while driving is.

9. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: Saturday, July 10, 2010  
Length: 2:28  
Summary: The Grand Rapids Police Department is partnering with WOOD TV to share some important safety information on keeping you and your family safe while riding their bikes this summer.

10. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: Sunday, July 11, 2010  
Length: 2:28  
Summary: Police in Grand Rapids say home invasions tend to spike in the summertime. Now they're sharing some ways you can prevent your home from being targeted this season.

11. Program: Maranda Where You Live  
Date Aired: Saturday, July 24, 2010  
Length: 2:30  
Summary: One of the non-profit organizations at our Park Parties is ESCAPE Fire Safety. We talked with the group about fire safety

and how they use a rescue dog to get the message out to kids. They also gave us a tour of their smokehouse trailer where they show kids examples of a fire and how to get out and stay out.

12. Program: 24 Hour News 8 @ 6pm  
Date Aired: Monday, July 26, 2010  
Length: 1:00  
Summary: Rip Currents -- Bill Steffen hit about rip current safety & avoidance.
13. Program: 24 Hour News 8 @ 6pm  
Date Aired: Friday, July 30, 2010  
Length: 2:15  
Summary: Oil evacuations, telling people how they might keep their homes and selves safe from toxic fumes.
14. Program: Maranda Where You Live  
Date Aired: Saturday, July 31  
Length: 1:00  
Summary: Helen DeVos Children's Hospital donated hand sanitizer to keep kids safe from germs at our Park Parties. Before the children received their lunches, local nurses made sure all the kids had clean hands.
15. Program: Maranda Where You Live  
Date Aired: Saturday, September 4, 2010  
Length: 2:00  
Summary: We spoke with a local therapist on teens and technology. He focused on how much is too much when it comes to television, the internet and cell phone use. He also touched on the danger of the cyber world and what parents can do to keep their kids safe when online.